



Sign up to exhibit at China dairy expo

Release Date: December 10, 2014

Media Contact: Ann Marie Ames
608-224-5041 annmarie.ames@wi.gov
Jim Dick, Communications Director
608-224-5020 jim.dick@wi.gov

MADISON – The dairy industry is growing in China, and Chinese farms and agribusinesses are looking to Wisconsin for dairy equipment, genetics, feed and technology. Take advantage of this growing market by exhibiting in the Wisconsin Pavilion at the 13th annual China World Dairy Expo and Summit, April 22-24, 2015 in Harbin, China.

“Wisconsin is a world leader in the production of quality milk, safe dairy products and outstanding genetics. These products and the expertise of the people who work with them will be in high demand at this show,” said Jennifer Lu, economic development consultant with the Wisconsin Department of Agriculture Trade and Consumer Protection’s (DATCP’s) International Trade Team.

Wisconsin exported \$298 million worth of agricultural products to China in 2013, making China the second-largest export market for these products in 2013. This is an increase of more than 62 percent compared to 2012.

China’s World Dairy Expo and Summit focuses on the entire supply chain of dairy production – from cattle breeding, nutrition and herd health management to dairy processing, packing and finished products. It is the largest and most influential dairy farming and processing trade event in China, attracting international and domestic industry players from all segments of the dairy industry. Products in demand include cheese, dairy genetics, feed, feed ingredients, milking equipment, veterinary equipment, dairy housing and dairy processing equipment, Lu said.

This will be the fourth year DATCP has managed a Wisconsin Pavilion to showcase Wisconsin’s dairy expertise at this show. Attendees can expect to meet with key government officials and industry experts, have one-on-one meetings with pre-qualified potential distributors and business partners, network with decision makers and get exposure to or coverage by Chinese media.

Harbin is the capital city of the Heilongjiang Province of China and is one of the most important dairy production and processing areas in China. Heilongjiang and Wisconsin have had established sister-state ties since 1982.

The cost of booth space at the show is \$2,000. Estimated air travel to Harbin along with lodging costs could range from \$4,000 to \$5,000. DATCP encourages interested participants to consider applying for market-access grants through the Wisconsin Economic Development Corporation. To learn more about these opportunities, about the trade show or to register, contact Lu at 608-224-5102 or Jennifer.Lu@Wisconsin.gov.

DATCP’s International Trade Team works to help Wisconsin farms and agribusinesses start or improve their international sales through exporter education and technical assistance. To learn more about exporting services or about opportunities to exhibit at other international trade shows or participate in trade missions, visit datcp.wi.gov/Business/Exports.

Learn more about the World Dairy Expo and Summit 2015 online at <http://en.dairyexpo.com/>.